

LLYC

**Marketing
Impact**
by LLYC

MAKING MARKETING ACCOUNTABLE

**MARKETING
EFFICIENCY
PROGRAM (MEP)**

LLORENTE Y CUENCA

MARKETING IMPACT

INTRODUCTION

Marketing Impact is LLYC's global business unit dedicated to audit, train, deploy operational models, and monitor marketing and communications activities at worldwide corporations, agencies, and public organizations to help increase efficiency, profitability, and accountability. Thanks to a step-by-step evaluation and systematic approach, Marketing Impact can help determine the real economic impact of projects and campaigns for companies, foundations, NGOs, and public organizations.

SOME BACKGROUND

Marketing Impact has helped companies across the world and its methodology is currently in use in more than twenty countries. Companies like Heineken, Philips, Novartis, Sanofi, Mapfre, EDP Renewables, and Schneider Electric have already benefited from it. Leading business schools in Europe and Latam have also embraced Marketing Impact's know-how as part of their executive education programs. Marketing Impact's contents have been featured by Forbes Magazine, the American Marketing Association (AMA), and the Association for National Advertisers (ANA), among others.

All of Marketing Impact's services aim at providing marketing, communications, stakeholder, and sustainability managers with tools that can deliver economic efficiency and accountability.

1 **MARKETING AUDIT**

Kicking tires about efficiency and profitability

2 **CUSTOMER VALUE SNAPSHOT**

How much is a customer really worth in cash?

3 **ATTRIBUTION MODEL**

Ad-hoc for your product or service and in your market

4 **ROI SENSITIVITY ANALYSIS**

Project economic validation prior to investing

5 **ROI EVALUATION**

Turn-key project or campaign ROI evaluation

6 **MARKETING EFFICIENCY PROGRAM**

Comprehensive full management model

7 **STAKEHOLDER IMPACT PROGRAM**

Managing relations for business impact

8 **3D SUSTAINABILITY PROGRAM**

Business-driven social and environmental impact

WHAT IS THE MARKETING EFFICIENCY PROGRAM?

The Marketing Efficiency Program is a comprehensive solution that allows organizations to truly develop an operational capability by implementing a new marketing management model that treats marketing as an investment. Focusing on results rather than on execution, marketing departments will learn, practice, and deploy a series of processes and procedures that will take marketing to much higher levels. This model will impact not only the way projects and campaigns are planned and monitored, but it will also take the organization beyond traditional marketing boundaries and indicators. To the real bottom line.

HOW DOES IT WORK?

The Marketing Efficiency Program helps to secure the implementation of an econometric model to manage marketing projects and campaigns. In organized and sequential phases, participant companies will learn and trigger tools and processes, checking deliverables and procedures. From planning to execution, marketing teams will be tutored all the way to secure viability, robustness, compliance, and credibility throughout the whole process. The program entails the following phases:

Marketing Snapshot

Marketing Snapshot offers business intelligence right from the very beginning based on past performance and available information. It delivers:

- A diagnosis of marketing activities in relation to their business impact based on own and market data.
- Assessment of corporate alignment with an econometric evaluation model.

- Comparative analysis about the use of marketing resources with the industry as a benchmark and main competitors.
- Definition of the need for new indicators, conversion ratios, etc.
- Processes improvement recommendations.
- ROI Marketing deployment plan.

Piloting

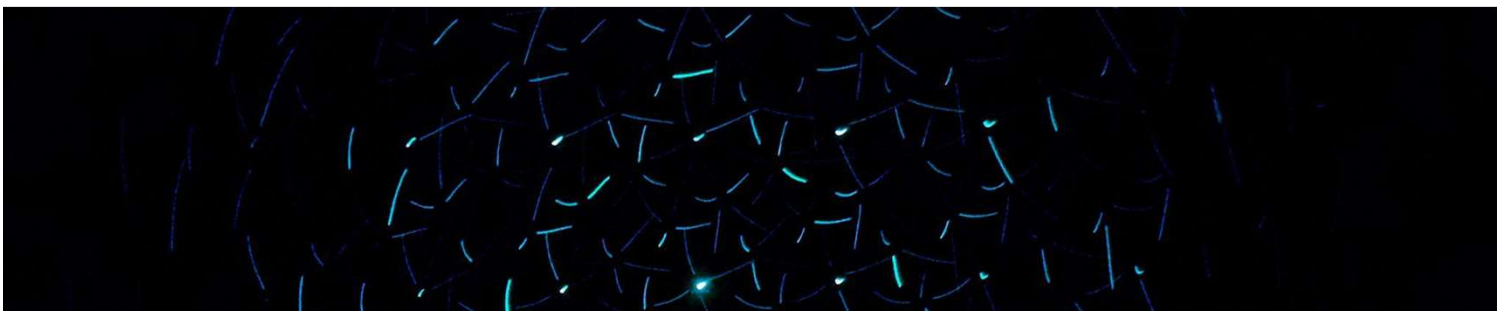
This phase includes the preparation and implementation of a full evaluation cycle. A real project in a real scenario will be used to check the model deployment robustness, credibility, and viability. It serves the purpose of:

- Testing the methodology deployment in a real-life scenario.
- Validating the attribution model.
- Verifying the monetary conversion criteria.
- Best practice generation.
- Operational viability check.
- Proof of concept.
- ROI Marketing Professional Certification for participating manager.
- Corporate Certification for the organization.

Deployment

The whole process would be useless if it didn't become a standard operating procedure. This phase will deliver:

- Analysis of information infrastructure.
- Rollover of the complete marketing management model.
- Synchronization with the current IT infrastructure for data delivery.
- The generation of a control panel or dashboard for reporting and analysis.



DELIVERABLES

The Marketing Efficiency Program has several deliverables that are produced during the process of implementation. They include but are not limited to the following:

1

MARCOM AUDIT

Impartial revision that monitors consistency and convergence between current information systems and management models, and economic performance evaluation.

2

CUSTOMER VALUE SNAPSHOT

It defines the real monetary value in cash, in one year, of income generating transaction or customer segments. Uses real cash value instead of customer lifetime value (CLTV)

3

AD-HOC ATTRIBUTION MODEL

Ad-hoc for the product or service, in a given market and time. It defines a cause-effect relationship between marketing projects' inputs and business outputs. Uses causation in addition to correlations.

4

ROI SENSITIVITY ANALYSIS

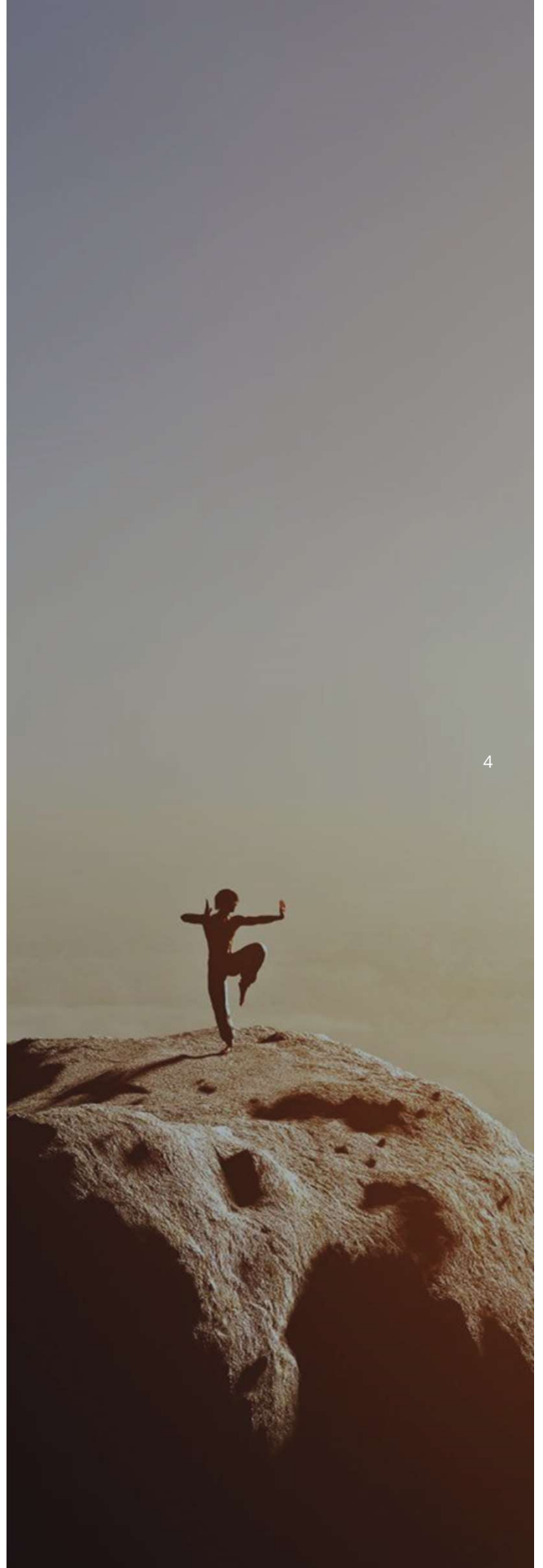
An analysis that defines projects' profitability as well as breakeven point, and commercial viability prior to investing in them. Robust and unbiased pre-investment evaluation.

5

ROI REPORTS

Projects and campaigns evaluation cycles from the economic point of view. Common, comparable performance indicators.

Additionally, the results of accumulating evaluation cycles will generate business intelligence that will help planning future projects, campaigns, and the overall marketing plan in a business-driven fashion.



BENEFITS

Once the deployment is completed, organizations adopting the ROI Marketing Management Model will benefit by:

- Managing marketing projects as an investment rather than as a cost.
- A marketing department that focuses on business results rather than on the execution of activities only.
- Knowing the actual opportunity costs of marketing projects.
- Having a solid argument to negotiate budgets internally.
- Delivering a clear message to shareholders, executives, and analysts about marketing's contribution to the business.
- Using a methodological approach that can grant project management consistency and impact.

WHY MARKETING IMPACT?

Because:

- It is an independent and technically sound partner.
- It has a significant pool of experienced resources already present in many countries and in several industries.
- It allows a coordinated consultation and aligned issue resolution across the marketing department and reporting levels in other departments.
- It deploys a systematic and pragmatic approach that flags issues and provides solutions.
- It gives an unbiased perspective providing objectivity.
- It has proven reliability and consistency.
- It offers no disruption in your current processes or activities.
- It provides long term strategic alignment with the business.
- The whole process can be done remotely or through video conferencing.
- No need for travel expenses. Flexible agendas

4

BUDGET

The budget is based on the size of the marketing department and on the volume and value of projects and campaigns. For the MEP, Marketing Impact accepts a variable compensation model based on results.

For a small-medium company, it typically ranges from USD 25,000 to USD 60,000, and in the case of larger businesses and multinational companies USD 80,000 to USD 180,000. Estimates need to be defined in every case.

MAKE IT COUNT. BE ACCOUNTABLE

CONTACT

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